

CS/B.Tech/Even/CSE/8th Sem/CS-802E/2014

2014

E-Commerce

Time Allotted : 3 Hours

Full Marks : 70

*The figure in the margin indicate full marks.
Candidates are required to give their answers in their
own words as far as practicable*

GROUP - A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following:

10 x 1 = 10

i) EDI requires

- a) representation of common business documents in computer readable form
- b) data entry operators by receivers
- c) special value added networks
- d) special hardware at co-operating business premises.

ii) By security In e-Commerce we mean

- I. protecting an organization's data resource from unauthorized access
- II. preventing disasters from happening
- III. authenticating messages received by an organization
- IV. protecting messages sent on the Internet from being read and understood by unauthorized persons/

- organizations
- a) I, II b) II, III
c) III, IV d) I, III, IV
- iii) A firewall may be implemented in
- a) routers which connect Intranet to internet
b) bridges used in an Intranet
c) expensive modem
d) user's application programs.
- iv) Public key encryption method is a system
- a) which uses a set of public keys one for each participant in e-commerce
b) in which each person who wants to communicate has two keys: a private key known to him only and a public key which is publicized to enable others to send message to him
c) which uses the RSA coding system
d) which is a standard for use in e-Commerce.
- v) In electronic cash payment
- I. a customer withdraws 'coins' in various denominations signed by the bank
II. the bank has a database of issued coins
III. the bank has a database of spent coins
IV. the bank cannot trace a customer.
- a) I, II b) I, II, III
c) I, II, III, IV d) II, III, IV
- vi) SET protocol is use for
- a) Securing message transfer
b) Securing card transaction
c) Securing authentication
d) Securing overall e-Commerce

- vii) A key is a
- a) Value b) Logic
c) Function d) All of these
- viii) Which model of e-commerce deals with virtual auction?
- a) Aggregator model b) Community model
c) Info-mediary model d) Brokerage model.
- ix) A/An _____ is a network that links selected resources of a company's internet with its customers, suppliers or other business partners.
- a) internet b) extranet
c) VPN d) wide area network
- x) How many types of trade cycle are there in e-commerce?
- a) One b) Two
c) Three d) Four

GROUP- B

(Short Answer Type Questions)

Answer any *three* of the following. 3x5=15

- What do you mean by knowledge engineering and business process redesign?
- Explain E-Governance with suitable examples.
- What are the benefits and points of concern in CPD ?
- What is BPR ? Explain with an example.
- Distinguish between CRM and SRM.

GROUP- C

(Long Answer Type Questions)

Answer any *three* of the following questions.

3x15=45

7. a) What is Digital signature How they differ from Digital certificate?
b) Given two prime nos. $P=17$. $Q=29$. Find out N, E and D in RSA encryption.
c) What is firewall? State the function of firewall in e-commerce.
 $(2+2)+6+(2+3)=15$
8. a) What is call center? Discuss about the call center equipment.
b) What are the modes of operation of call center?
c) What is Customer Premises Equipment (CPE) ? What do you mean by Denial of Service Attacks?
 $(3+4)+3+(2+3)$
9. a) What is EDI ?
b) What are the basic components of EDI ? Describe briefly.
c) What role does it play in e-commerce ?
d) Explain EDIFACT.
e) Briefly explain the benefits of ED
 $1+4+4+4+2$
10. a) Define ERP. How can information be integrated using ERP?
b) What are the reasons for the growth of ERP market? What are the advantages of ERP system?
 $4+5+6$
11. Write short notes on any *three* of the following:
a) EAI b) SCE framework c) BAAN
d) SAP e) VPN 3x5
_____x-x-x_____